

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. – 33. (Cancelled)

34. (Currently Amended) A portable communication terminal, comprising:

a registration request means for issuing [[a]] an immediate registration request to immediately register for advertisement information broadcast from an advertisement information broadcast server according to operation of the portable communication terminal;

a receiving means for receiving advertisement information which is broadcast from said advertisement information broadcast server based on said registration request;

a display means for displaying said advertisement information received by said receiving means; and

a registration cancellation means for issuing [[a]] an immediate cancellation to immediately cancel registration of the portable communication terminal for the advertisement information broadcast from said advertisement information broadcast server according to operation of the portable communication terminal;

wherein said display means automatically displays said advertisement information on a standby screen from the issuance of the immediate registration request by said registration request means to the issuance of the immediate cancellation by said registration cancellation means, when the portable communication terminal is in a standby state.

35. (Cancelled)

36. (Previously Presented) The portable communication terminal according to claim 34, wherein said receiving means automatically receives said advertisement information.

37. (Previously Presented) The portable communication terminal according to claim 34, wherein said registration request specifies a selected advertisement broadcaster from among a plurality of advertisement broadcasters.

38. (Cancelled)

39. (Previously Presented) The portable communication terminal according to claim 34, wherein said receiving means receives updated advertisement information from said advertisement information broadcast server.

40. (Previously Presented) The portable communication terminal according to claim 39, wherein said display means displays said updated advertisement information received by said receiving means.

41. (Currently Amended) An advertisement system comprising an advertisement information broadcast server, and a portable communication terminal, wherein said portable communication terminal comprises:

a registration request means for issuing [[a]] an immediate registration request to immediately register for advertisement information broadcast from said advertisement information broadcast server according to operation of the portable communication terminal;

a receiving means for receiving advertisement information which is broadcast from said advertisement information broadcast server based on said registration request;

a display means for displaying said advertisement information received by said receiving means; and

a registration cancellation means for issuing [[a]] an immediate cancellation to immediately cancel registration of the portable communication terminal for the advertisement information broadcast from said advertisement information broadcast server according to operation of the portable communication terminal;

wherein said display means automatically displays said advertisement information on a standby screen from the issuance of the immediate registration request by said registration

request means to the issuance of the immediate cancellation by said registration cancellation means, when the portable communication terminal is in a standby state.

42. (Cancelled)

43. (Previously Presented) The advertisement system according to claim 41, wherein said receiving means automatically receives said advertisement information.

44. (Previously Presented) The advertisement system according to claim 41, wherein said registration request specifies a selected advertisement broadcaster from among a plurality of advertisement broadcasters.

45. (Cancelled)

46. (Previously Presented) The advertisement system according to claim 41, wherein said display means receives updated advertisement information from said advertisement information broadcast server.

47. (Previously Presented) The advertisement system according to claim 46, wherein said display means displays said updated advertisement information received by said receiving means.

48. (Currently Amended) A method for displaying advertisement information, comprising the steps of:

issuing, from a portable communication terminal, an immediate registration request to immediately register for advertisement information broadcast from an advertisement information broadcast server according to operation of the portable communication terminal;

receiving, by the portable communication terminal, advertisement information which is broadcast from said advertisement information broadcast server based on said registration request; and

issuing, from the portable communication terminal, an immediate cancellation to immediately cancel registration of the portable communication terminal for the advertisement information broadcast from said advertisement information broadcast server according to operation of the portable communication terminal;

wherein said advertisement information is automatically displayed on a standby screen from the issuance of the immediate registration request to the issuance of the immediate cancellation, when the portable communication terminal is in a standby state.

49. (Cancelled)

50. (Previously Presented) The method according to claim 48, wherein said advertisement information is automatically received.

51. (Previously Presented) The method according to claim 48, wherein said registration request specifies a selected advertisement broadcaster from among a plurality of advertisement broadcasters.

52. (Cancelled)

53. (Previously Presented) The method according to claim 48, wherein updated advertisement information is received from said advertisement information broadcast server.

54. (Previously Presented) The method according to claim 53, wherein said updated advertisement information is displayed.

55. (Withdrawn) An advertisement system which comprises a portable communications terminal, a terminal management device for managing said portable communications terminal, a server which is connected to Internet and has a plurality of advertisement pages storing advertisement data, and an advertisement management device for managing each of said plurality of advertisement pages of said server, and which is capable of displaying an advertisement on a standby screen of said portable communications terminal, wherein:

said advertisement management device has a registration means for registering a URL of each of said plurality of advertisement pages in said terminal management device;

said terminal management device comprising:

a notification means for, when a URL is notified from the portable communications terminal on the basis of settings of the advertisement pages when the portable communications terminal is not in use, notifying the advertisement management device of the notified URL;

a transmission means for, when said advertisement management device has registered the notified URL and sent back registration acceptance in response to the URL notification from said notification means, transmitting the registered URL to said portable communications terminal;

a means for, when the registered URL is transmitted from said transmission means and in response to a transmission request from said portable communications terminal for advertisement data of an advertisement page corresponding to the registered URL, requesting said server to transmit such advertisement data of the registered URL; and

a means for, when the advertisement data is received from said server in response to the advertisement data transmission request to said server, transmitting at all times the received advertisement data to said portable communications terminal; and

said portable communications terminal further comprising a display means for displaying on said standby screen the advertisement data that the portable communications terminal receives at all times.

56. (Withdrawn) An advertisement display method in an advertisement system which comprises a portable communications terminal, a terminal management device for managing said portable communications terminal, a server which is connected to Internet and has a plurality of advertisement pages storing advertisement data, and an advertisement management device for managing each of said plurality of advertisement pages of said server, and which is capable of displaying an advertisement on a standby screen of said portable communications terminal, said standby screen usually displaying information including an image and calendar, comprising the steps of:

registering a URL of each of said plurality of advertisement pages in said terminal management device;

when a URL is notified from the portable communications terminal on the basis of settings of the advertisement pages when the portable communications terminal is not in use, notifying the advertisement management device of the notified URL;

when said advertisement management device has registered the notified URL and sent back the registration acceptance in response to the URL notification from said notification means, transmitting the registered URL from said advertisement management device to said portable communications terminal;

when the registered URL is transmitted from said transmission means and in response to a transmission request from said portable communications terminal for advertisement data of an advertisement page corresponding to the registered URL, requesting, from said terminal management device to said server, to transmit such advertisement data of the registered URL;

when the advertisement data is received from said server in response to the advertisement data transmission request to said server, transmitting at all times the received advertisement data from said terminal management device to said portable communications terminal; and

displaying on said standby screen of said portable communications terminal the advertisement data that the portable communications terminal receives at all times.